

Highlights from the Workforce Investment Board (WIB) Executive Committee Meeting
November 29, 7:32 a.m.
1520 Market St., Courthouse Conference Room, St. Louis, MO 63103

Executive Committee Members present: Jeff Serocke, Lydia Padilla, Donny Carroll, Darryl Chatman, Ed Hamilton, Ray Creely, Mike Walter, Len Toenjes.

Executive Committee Members not present sent apologies: Betsy Miller, Herman Noah.

Technical Advisor: Kelley Bernardi

WIB Director and LEO Designee: Michael Holmes

SLATE staff; Sherry Vogel, Frank Alaniz

Executive Committee Members not present and sent apologies: Len Toenjes, Betsy Miller, Mike Walter

The Executive Committee exited to the lobby to view the CIC Board (Customer Information Center). Michael Holmes explained what information was being put on the monitor, what we had control over, and what the State controls. The CIC Board will show jobs open in this region. The WIB part of the Board would only be catered to us. Every Career Center has a CIC Board. It is a way for us to electronically post information. Protocol has been established on what will be posted on the CIC Board. Clients are viewing it. Clients can get job information while they are waiting.

Updates of the Sub-Committees. The committees met at the October WIB meeting.

- The fiscal update was sent to the executive committee nothing has changed in our fiscal outlook. Limited funds, trying to extend and make sure those dollars stretch. We are working with the vendors to make sure they are on target. At this time we are not seeing red flags when it comes to funding.
- 501 (c) 3. Still waiting to set up meeting with the City Legal department in the next few weeks. All filing is complete with the State waiting for funds and 501 (c) 3 board to file for federal standing. A tax report of 0 will be filed.
- Strategic Planning committee feels their task force work is complete and the plan needs to go the Board to be voted on. Their next task will be to match the Board to industry clusters that are the target clusters as we go forward. When the strategic plan is adopted we will go with the model of red, yellow, and green and tracking progress. The MERIC (Missouri Economic Research and Information Center) data overlays with our region's industries. The Board is appointed until June 2012 and then has to be reappointed. **Motion made by Len Toenjes to bring the proposed Strategic Plan to the Full Board meeting December 14, 2011 to adopt. Seconded by Ray Creely. Motion carried.**

John Reed, from Chas. L. Crane Agency Company, will be coming on the Board in December. New Board member orientation will be held in December.

- Business Services report was given by Frank Alaniz. Frank reviewed some of the numbers on the draft key indicators. Frank gets information from several places. The only concern Bonnie and Frank have is the new employer registrations. Frank is working with the state to get better numbers of what and how we did. An OJT (on-the job training) grant was received from the Department of Labor (DOL) for bio-science. We have a partnership with St. Louis City and St. Louis County so we are working on regional partnership. This Board established regional partnership when Michael Holmes came on board. We need to listen to the employers and find out what they need so we have qualified candidates.

The State is working on a new data base for employers to find qualified candidates in the system. Called TALIFY by Kosite. Employers can choose someone and send them an email to come and interview with them. This will be a direct link between employer and client looking for job. We will get a tic mark for the referral. Lydia stated that business says it is going to have more contingent workers in the future. Traditionally our workforce has not been contingent workers. Discussion held.

- Job Training and Education met. We do not have a report at this time.
-

Darryl Chatman offered to do mini law presentations on subjects (5 to 10 minutes) that would benefit staff, clients, and employers. It was suggested by the Executive Committee that Darryl would be taped and the videos put on the WEB site and given to the Board as educational videos. It would be a great resource for business development that they could not get someplace else. Some topics suggested were the FLMA (Family Leave Medical Act), tips on new hires, how to protect yourself from..., leases, discrimination, what is happening in the state and federal workforce etc. The businesses we work with can be e-mailed a link to the site. Maybe connect with MET. Also could do bullets for topics on the WEB. Our services are free. Maybe every month change the tips. This project will be moved to business services. Thanks to Darryl for offering. MERIC could come and talk to Board. Discussion held.

A key indicators draft of what categories the Executive Committee would like tracked was presented to the committee to make suggestions before being presented to the full Board. Indicators the Board is looking at now are items that are looked at in terms of performance. We are going to get as close to the correct information as possible while changes are being made. Until the State redesigns its system there will always be a percentage of information that is not current. Add a line for MSA for unemployment rate of our whole area. Data Lydia would like to see is of the unemployed how many have a college degree, by education level, how many low skilled, maybe what age group has the highest number unemployed. Higher skill levels are harder to fill. Vets served should be tracked because of the Gold Card Initiative.

Social Media

Frank has moved Google Analytics into all our social media. Frank can track something we post on facebook until it stops.

- 392 Facebook friends.
- 222 following us on twitter and
- 2 LinkedIn groups that are being managed. Our Fasback LinkedIn group has a little over 2,000 members and our SLATE LinkedIn group has 125 members.
- SLATE is part of BeKnown.
- Facebook is the number one job posting site across America.
- Hopefully with our CIC we will reach out to our community.
- We would like to hand out when you come into Career Center a card with all our links on them.
- We are also moving towards Google plus to have a presence. Stats look pretty good.
- A e-vite will be sent to Board members to friend us. This would be a good place to put Darryl's tips. We have a YouTube channel connected to facebook, twitter, and LinkedIn. Committee agreed. We also have a slide share we can put paper tips that are produced here.

The performance data has been provided up to November 16, 2011. We are seeing the numbers if not employed with red marks; this was expected. Discussion held. A letter from the State will be sent to the Mayor and Jeff Serocke, it is going to explain that we went into a new system 7/1/10 and why this has happened.

We don't have a lot of money to send clients to training because our budgets were cut. We are working with the community college to put as many people as we can into free training. We do not have jobs for them after the training and no jobs are available in the green industry.

Len Toenjes made a motion to move into executive session. Lydia Padila seconded the motion. Motion carried. The Executive Committee moved to executive session at 9:05

Next WIB Meeting is December 14, 2011 at the SLATE Missouri Career Center – Central West End, at 4:00 pm